

YouGov / The Sun Survey Results

Sample Size: 2666 GB Adults
Fieldwork: 15th - 16th March 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2666	737	910	202	782	694	601	1296	1370	322	680	911	752	1519	1147	341	866	571	656	232
Unweighted Sample	2666	724	868	212	777	655	626	1272	1394	198	696	976	795	1741	925	435	860	543	594	234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Look at the following list of groups in society and for each one, please say whether you think they are normally portrayed fairly or unfairly in the media.

Businessmen

Are portrayed fairly	47	51	48	47	49	47	46	48	46	38	49	47	48	48	45	43	49	48	47	42
Are portrayed unfairly positively	18	12	25	15	12	24	21	20	17	22	16	17	19	17	19	19	17	17	20	20
Are portrayed unfairly negatively	12	19	7	16	20	5	12	14	10	13	11	12	12	14	10	14	12	11	10	14
Not sure	23	18	20	22	20	24	20	18	28	26	25	23	20	21	26	23	22	24	23	24
NET SCORE	6	-7	18	-1	-8	19	9	6	7	9	5	5	7	3	9	5	5	6	10	6

People from the USA

Are portrayed fairly	46	54	45	49	51	44	46	49	44	36	45	49	49	49	43	43	47	47	48	42
Are portrayed unfairly positively	11	8	14	8	9	13	12	12	10	16	9	10	12	10	12	10	13	10	10	13
Are portrayed unfairly negatively	16	16	15	21	16	14	18	18	14	22	20	13	12	17	13	18	15	16	14	20
Not sure	27	22	26	21	24	28	24	21	33	27	25	28	27	24	31	29	25	27	28	25
NET SCORE	-5	-8	-1	-13	-7	-1	-6	-6	-4	-6	-11	-3	0	-7	-1	-8	-2	-6	-4	-7

Women

Are portrayed fairly	53	62	51	55	60	51	53	59	48	54	58	53	49	57	49	51	52	55	53	57
Are portrayed unfairly positively	12	11	12	12	11	12	11	14	10	7	9	11	16	10	13	11	14	10	11	10
Are portrayed unfairly negatively	17	13	21	19	14	19	18	12	21	16	11	18	20	16	17	19	17	15	17	17
Not sure	18	14	17	14	15	18	17	15	21	24	21	17	14	16	21	19	17	20	19	16
NET SCORE	-5	-2	-9	-7	-3	-7	-7	2	-11	-9	-2	-7	-4	-6	-4	-8	-3	-5	-6	-7

Labour supporters

Are portrayed fairly	41	51	38	48	48	37	41	43	38	39	43	38	43	42	39	40	41	40	41	44
Are portrayed unfairly positively	14	24	8	14	23	9	11	17	11	16	11	14	17	15	13	17	15	14	10	15
Are portrayed unfairly negatively	17	5	33	11	6	31	17	18	16	11	13	21	18	16	17	15	15	17	20	17
Not sure	29	20	21	27	23	23	32	22	35	35	33	27	23	27	31	28	29	29	29	24
NET SCORE	-3	19	-25	3	17	-22	-6	-1	-5	5	-2	-7	-1	-1	-4	2	0	-3	-10	-2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Conservative supporters

Are portrayed fairly	39	39	42	46	39	43	38	40	38	30	39	40	41	39	38	40	39	37	40	34
Are portrayed unfairly positively	17	8	26	14	8	25	20	19	14	19	13	18	18	16	17	12	16	16	16	26
Are portrayed unfairly negatively	17	36	7	14	33	6	12	18	15	15	17	15	19	20	13	18	17	18	14	18
Not sure	28	17	25	26	20	27	30	23	33	36	32	27	23	25	32	30	27	29	30	22
NET SCORE	0	-28	19	0	-25	19	8	1	-1	4	-4	3	-1	-4	4	-6	-1	-2	2	8

Middle class people

Are portrayed fairly	46	50	49	49	46	48	47	50	43	44	47	47	46	49	42	46	48	46	46	40
Are portrayed unfairly positively	15	10	21	15	11	21	16	15	15	20	14	14	17	14	17	13	14	15	17	19
Are portrayed unfairly negatively	18	27	12	16	28	11	16	18	18	15	15	18	22	20	16	20	19	17	15	21
Not sure	21	14	18	20	15	20	21	17	24	22	24	21	16	17	25	21	19	22	21	20
NET SCORE	-3	-17	9	-1	-17	10	0	-3	-3	5	-1	-4	-5	-6	1	-7	-5	-2	2	-2

Bankers

Are portrayed fairly	43	41	46	41	41	46	45	43	43	34	43	43	46	43	44	40	43	43	42	48
Are portrayed unfairly positively	22	20	25	24	20	25	23	24	20	19	19	24	24	21	23	20	23	22	23	20
Are portrayed unfairly negatively	20	29	14	22	27	14	18	21	18	28	21	17	18	23	16	25	19	18	19	18
Not sure	15	10	15	14	12	15	14	12	19	19	17	16	12	13	18	15	14	17	15	14
NET SCORE	2	-9	11	2	-7	11	5	3	2	-9	-2	7	6	-2	7	-5	4	4	4	2

Gays, lesbians and bisexuals

Are portrayed fairly	38	47	35	38	43	34	37	39	38	38	43	37	35	40	36	36	38	41	37	36
Are portrayed unfairly positively	18	20	15	16	23	16	15	22	14	10	12	19	25	18	18	17	19	15	18	21
Are portrayed unfairly negatively	23	14	29	30	15	27	31	21	25	29	23	23	19	23	22	25	22	21	24	24
Not sure	21	18	21	15	19	23	18	19	24	22	23	20	21	19	24	23	21	23	21	19
NET SCORE	-5	6	-14	-14	8	-11	-16	1	-11	-19	-11	-4	6	-5	-4	-8	-3	-6	-6	-3

Disabled people

Are portrayed fairly	46	55	43	43	51	41	45	49	42	50	49	45	41	48	42	46	47	47	44	40
Are portrayed unfairly positively	12	12	11	19	12	9	14	12	11	11	11	10	14	12	12	8	14	8	12	14
Are portrayed unfairly negatively	25	21	29	25	23	30	26	23	27	17	19	28	32	24	27	26	22	27	26	29
Not sure	18	12	17	12	14	19	15	15	20	23	21	17	13	16	20	20	16	18	18	17
NET SCORE	-13	-9	-18	-6	-11	-21	-12	-11	-16	-6	-8	-18	-18	-12	-15	-18	-8	-19	-14	-15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Christians																				
Are portrayed fairly	39	38	43	44	39	40	41	40	37	42	38	40	36	38	39	36	38	39	42	34
Are portrayed unfairly positively	12	9	15	15	9	13	15	15	10	18	12	12	12	12	13	13	14	11	10	15
Are portrayed unfairly negatively	27	37	23	23	36	23	24	28	27	15	24	27	35	30	24	30	25	27	27	30
Not sure	22	15	19	18	16	24	21	18	25	25	27	21	17	20	24	20	22	24	20	21
NET SCORE	-15	-28	-8	-8	-27	-10	-9	-13	-17	3	-12	-15	-23	-18	-11	-17	-11	-16	-17	-15
Transsexuals																				
Are portrayed fairly	26	35	23	26	32	21	24	28	25	27	26	26	27	26	27	24	27	28	27	22
Are portrayed unfairly positively	13	14	12	12	15	10	9	16	9	10	9	13	17	13	13	9	15	10	12	19
Are portrayed unfairly negatively	27	20	33	33	20	31	35	25	29	33	30	27	23	29	25	30	25	25	29	32
Not sure	34	31	33	30	33	38	31	31	37	31	35	34	33	33	35	37	33	37	32	27
NET SCORE	-14	-6	-21	-21	-5	-21	-26	-9	-20	-23	-21	-14	-6	-16	-12	-21	-10	-15	-17	-13
The elderly																				
Are portrayed fairly	41	48	41	41	44	40	43	45	38	49	51	40	31	45	36	45	41	43	38	40
Are portrayed unfairly positively	11	11	12	12	12	11	10	11	11	12	11	10	13	10	12	8	12	9	13	12
Are portrayed unfairly negatively	32	31	33	33	33	32	31	31	33	18	18	35	46	31	33	29	32	31	33	36
Not sure	16	10	15	14	12	17	15	13	18	21	20	15	10	14	18	19	14	17	16	13
NET SCORE	-21	-20	-21	-21	-21	-21	-21	-20	-22	-6	-7	-25	-33	-21	-21	-21	-20	-22	-20	-24
Muslims																				
Are portrayed fairly	30	37	27	25	38	27	26	29	31	18	29	33	33	30	30	28	30	31	33	22
Are portrayed unfairly positively	15	20	13	9	19	12	12	20	11	13	12	14	21	15	15	14	16	16	16	15
Are portrayed unfairly negatively	34	27	43	50	24	41	44	35	34	45	39	32	29	37	31	40	35	28	31	49
Not sure	20	16	17	16	18	20	18	16	24	25	20	21	17	17	24	18	19	25	20	15
NET SCORE	-19	-7	-30	-41	-5	-29	-32	-15	-23	-32	-27	-18	-8	-22	-16	-26	-19	-12	-15	-34

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Gypsies and travellers

Are portrayed fairly	32	39	29	28	39	28	28	34	30	26	36	32	31	33	30	28	34	33	33	27
Are portrayed unfairly positively	15	18	13	12	18	12	12	18	11	13	10	14	20	15	14	12	17	14	14	11
Are portrayed unfairly negatively	34	26	41	45	26	41	42	31	38	34	37	34	32	36	33	38	31	31	36	46
Not sure	19	16	16	16	17	18	18	17	21	27	17	20	17	16	23	23	18	21	17	16
NET SCORE	-19	-8	-28	-33	-8	-29	-30	-13	-27	-21	-27	-20	-12	-21	-19	-26	-14	-17	-22	-35

Working class people

Are portrayed fairly	37	51	30	40	47	29	40	39	35	35	43	36	34	42	31	38	40	37	34	35
Are portrayed unfairly positively	11	11	11	12	12	10	10	11	10	14	7	8	15	10	12	10	13	8	11	11
Are portrayed unfairly negatively	34	25	44	32	27	45	33	35	34	30	28	38	37	32	37	32	30	35	38	40
Not sure	18	13	15	15	14	16	18	15	20	20	22	17	13	16	20	20	17	20	16	15
NET SCORE	-23	-14	-33	-20	-15	-35	-23	-24	-24	-16	-21	-30	-22	-22	-25	-22	-17	-27	-27	-29

Immigrants

Are portrayed fairly	29	37	26	25	38	25	23	30	29	17	29	31	33	28	30	25	30	30	32	22
Are portrayed unfairly positively	18	24	13	15	25	13	14	21	15	18	14	17	23	17	19	17	21	19	14	17
Are portrayed unfairly negatively	35	25	45	44	23	44	46	35	36	45	42	32	30	40	30	40	34	31	36	45
Not sure	17	13	16	16	14	18	17	15	20	19	16	20	14	15	20	18	16	19	18	15
NET SCORE	-17	-1	-32	-29	2	-31	-32	-14	-21	-27	-28	-15	-7	-23	-11	-23	-13	-12	-22	-28

Young people

Are portrayed fairly	29	41	25	26	38	25	24	35	24	19	29	31	31	31	27	31	31	28	27	27
Are portrayed unfairly positively	10	11	9	10	11	10	8	10	9	8	6	10	13	8	11	11	11	8	9	8
Are portrayed unfairly negatively	46	36	53	54	39	51	53	42	51	57	47	45	42	48	45	42	44	47	48	54
Not sure	15	11	13	9	12	14	15	14	16	15	18	14	13	13	17	15	14	17	16	11
NET SCORE	-36	-25	-44	-44	-28	-41	-45	-32	-42	-49	-41	-35	-29	-40	-34	-31	-33	-39	-39	-46